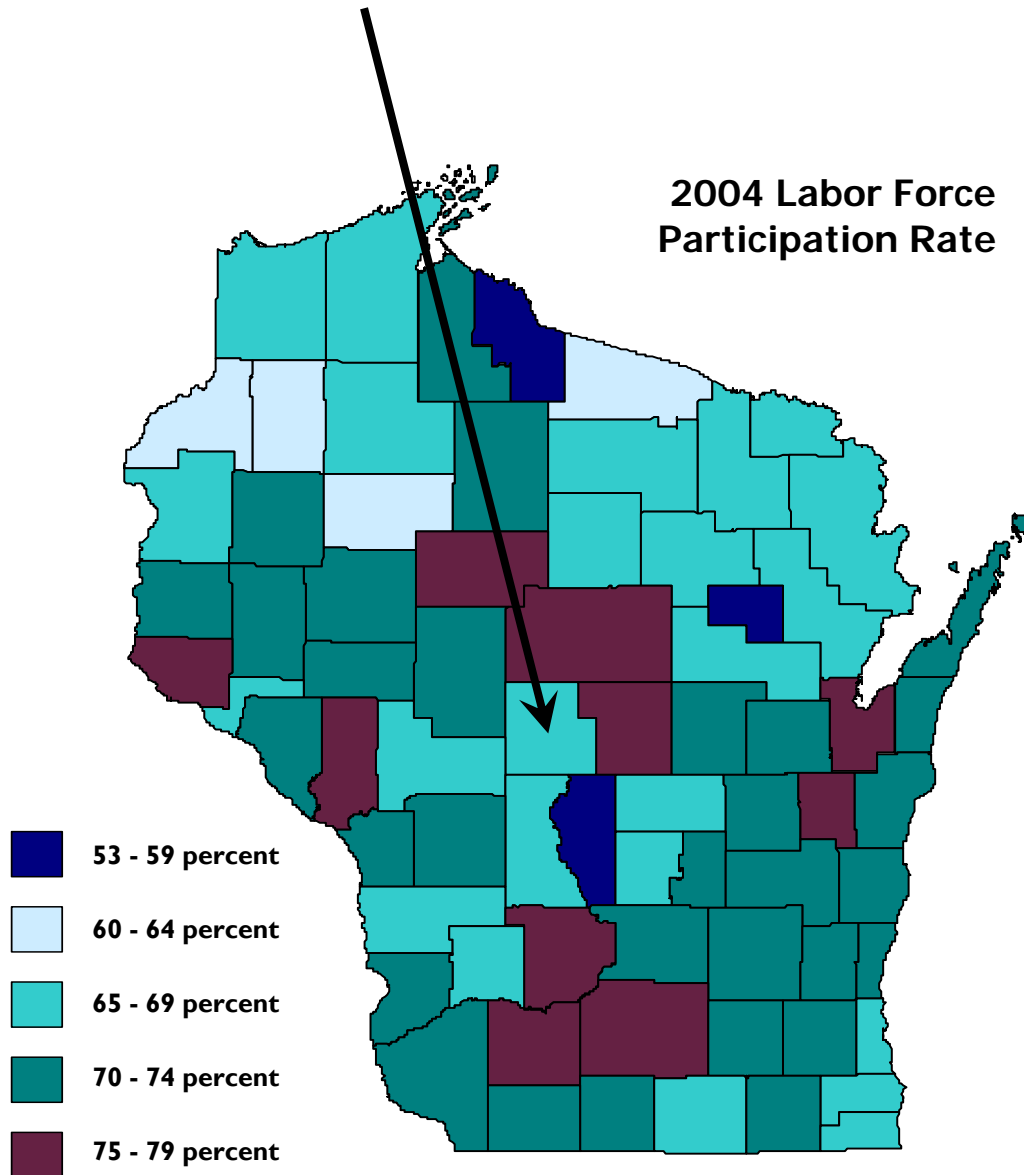


Wood County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

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State of Wisconsin
Department of Workforce Development
Office of Economic Advisors

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County Population and Labor Force

Population trends affect the supply of workers, the willingness of employers to open, expand or continue local operations and the demand for goods and services. Wood County's population grew by 1,089 people or 1.4 percent between 2000 and 2005. This reflects slower population growth than the nation (4.9%) and the state (4.0%). In 2005, the City of Marshfield, the Town of Grand Rapids and the Town of Richfield had 28,308 residents, or roughly 40 percent of the county's population. In 5 years, these municipalities gained 601 people, or over 55 percent of the county's total population gain.

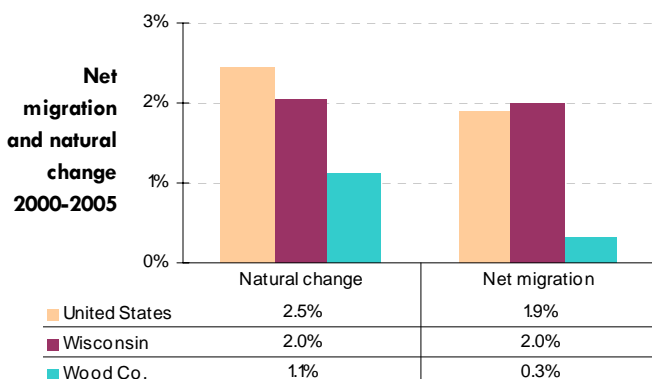
Wood County experienced 4,077 births and 3,226 deaths between 2000 and 2005, resulting in natural change of 851 people, or 78 percent of Wood County's population growth. This sets Wood County apart from many Wisconsin counties, particularly non-metropolitan counties, which derive most of their growth from net migration (people moving in minus people moving out). Demographers with the Wisconsin Department of Administration project that Wood County's births will exceed its deaths by shrinking margins for about 20 years. After that, Wood County will experience fewer births than deaths. Net migration is not expected to counter this trend. While birth and death trends generally follow predictable patterns, net migration patterns shift more quickly and less regularly.

Five largest municipalities in Wood County

	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
Wood County	75,555	76,644	1,089	1.4%
Marshfield, City*	18,383	18,702	319	1.7%
Wisconsin Rapids, City	18,435	18,522	87	0.5%
Grand Rapids, Town	7,801	7,964	163	2.1%
Saratoga, Town	5,383	5,475	92	1.7%
Nekoosa, City	2,590	2,615	25	1.0%

*Wood County portion only

Source: Wis. Dept. of Administration, Demographic Services, August 2005

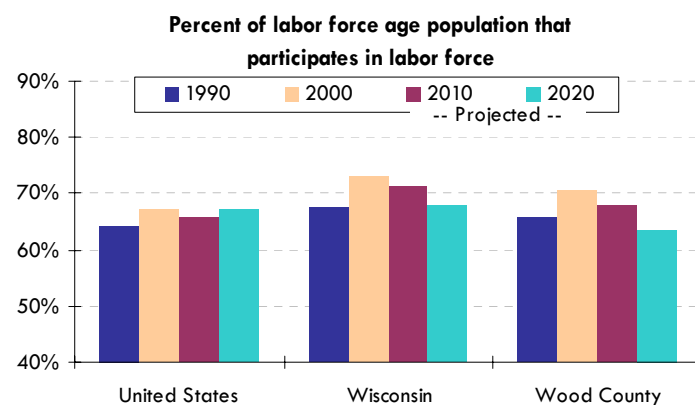


Source: WI Dept. of Admin., Demographic Services & US Census Bureau

Population and Labor Force

	United States	Wisconsin	Wood County
Total population in 2000	281,424,602	5,363,715	75,555
Population est. Jan. 1, 2005	295,160,302	5,580,757	76,644
Change	13,735,700	217,042	1,089
% change	4.9%	4.0%	1.4%
2005 Labor force population*	224,837,000	4,339,938	60,640
Share of total population	76.2%	78%	79.1%
Labor force	147,125,000	3,071,179	40,865
Labor force participation rate	65.4%	70.8%	67.4%
2005 Population 16 yrs. & over	228,621,674	4,417,313	61,403
16-24 yrs old	37,489,370	743,764	9,705
Share of population 16+ yrs	16.4%	16.8%	15.8%
25-59 yrs old	142,248,896	2,708,865	35,649
Share of population 16+ yrs	62.2%	61.3%	58.1%
60 yrs and older	48,883,408	964,684	16,049
Share of population 16+ yrs	21.4%	21.8%	26.1%
Projected population: 2020	335,804,546	6,110,878	79,072
Population 16 yrs. & over	264,085,104	4,869,573	64,103
16-24 yrs old	37,918,865	681,586	7,116
Share of population 16+ yrs	14.4%	14.0%	11.1%
25-59 yrs old	150,678,402	2,756,884	34,560
Share of population 16+ yrs	57.1%	56.6%	53.9%
60 yrs and older	75,487,837	1,431,103	22,427
Share of population 16+ yrs	28.6%	29.4%	35.0%

* civilian population 16 yrs. and older not in an institution



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

The table above shows that Wood County's labor force participation rate (67.4%) is between the nation's (65.4%) and the state's (70.8%). Over the next 20 years, the 60-and-over cohort will become an increasing share of the 16-and-over population. Because this cohort's participation rates are lower, overall participation rates may decline.

Revised Labor Force

All labor force estimates published from 1990 to 2004 have been revised. The more recent years reflect trends revealed during Census 2000, while the 1990s were updated to include changes from 1990 to 2000 but are still based on ratios from the 1990 census.

The annual averages in the table to the right hide seasonal fluctuations. In 2004, Wood County's unemployment rate peaked at 7.5 percent in February and dipped to 4.2 percent by October. The labor force estimate peaked at nearly 41,400 in January and dipped below 40,300 in September, which reflects more stability than many counties enjoy.

Unemployment rates from the first half of the current decade reaffirm that unemployment rates are a lagging indicator of economic recovery. By the time unemployment rates peak, other economic indicators have been in more encouraging territory for a while. In Wood County, as in the nation, the 2003 unemployment rate represents a recent peak. The labor force was slightly smaller in 2004 than in 2000, which could eventually affect the pace of recovery.

Wood County Civilian Labor Force Estimates

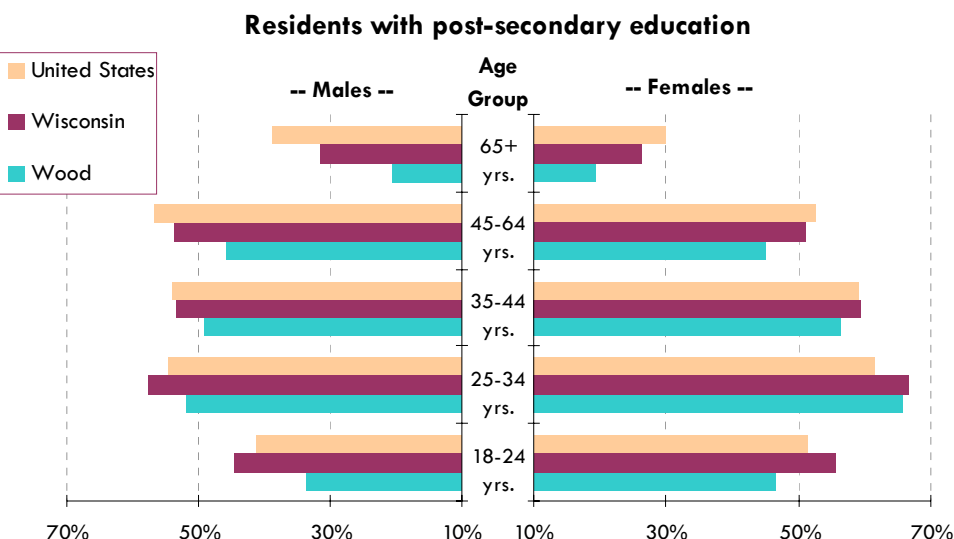
	Labor force	Employed	Unemployed	Unemployed rate
1990	37,540	35,978	1,562	4.2%
1991	38,272	36,551	1,721	4.5%
1992	38,940	36,759	2,181	5.6%
1993	39,459	37,466	1,993	5.1%
1994	39,752	37,934	1,818	4.6%
1995	39,767	38,084	1,683	4.2%
1996	39,903	38,336	1,567	3.9%
1997	40,526	38,811	1,715	4.2%
1998	40,421	38,647	1,774	4.4%
1999	40,109	38,653	1,456	3.6%
2000	40,989	39,433	1,556	3.8%
2001	41,327	39,373	1,954	4.7%
2002	41,242	38,879	2,363	5.7%
2003	41,639	39,196	2,443	5.9%
2004	40,865	38,520	2,345	5.7%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

Education Attainment

The graph below shows a shift from older generations, where females have less post-secondary education than males to younger generations where females have more education. As the economy shifted from male-dominated goods-producing industries to less dominated service-providing industries, social attitudes and employment laws changed to make education more economically valuable for females.

Wood County trails the nation in terms of residents with bachelor's degrees or graduate/professional degrees. Narrowing the focus to associate degrees shows an important trend. In the 65-and-over population, Wood County trails the nation by a full percent (1.5% versus 2.5%). Among residents aged 45-64, Wood County enjoys a slight lead over the nation (7.0% vs. 6.4%). Wood County's lead widens slightly in the 35-44 cohort (10.8% vs. 8.1%) and comes into full force among people aged 25-34, 14.8 percent of whom have associate degrees in Wood County (vs. 7.5 percent nationally).



Source: US Census 2000, Summary file 3, QT-P20

Employment and Wages

Educational attainment levels may be as much a product of employment and wage structure as a cause. Overall, Wood County establishments paid wages roughly six percent higher than the statewide all-industries average. Within the education & health sector, the education segment employs 2,254 people and pays an average wage of \$37,870, ambulatory health care segment employs 7,400 (\$58,528), hospitals employ 3,247 (\$37,613) and the nursing and residential care segment employs 990 (\$21,588). Between 2003 and 2004, employment declined slightly in education (54 jobs) and hospitals (44 jobs) while employment grew in ambulatory health care (248). While average wages in education grew \$1,102 (3%), hospitals' average wage grew \$4,317 (13%) suggesting that hospitals did not shed their highest-paid workers.

The trade, transportation & utilities sector includes 5,289 retail trade jobs (average wage: \$18,346), 3,417 transportation and warehousing jobs (\$36,207) and 995 wholesale trade jobs (\$43,695). The trucking sub-segment has nearly three-and-a-half times the employment concentration in Wood County that it has in the state as a whole. The average trucking wage in Wood County (\$39,324) is well above the county's all-

Average Annual Wage by Industry Division in 2004

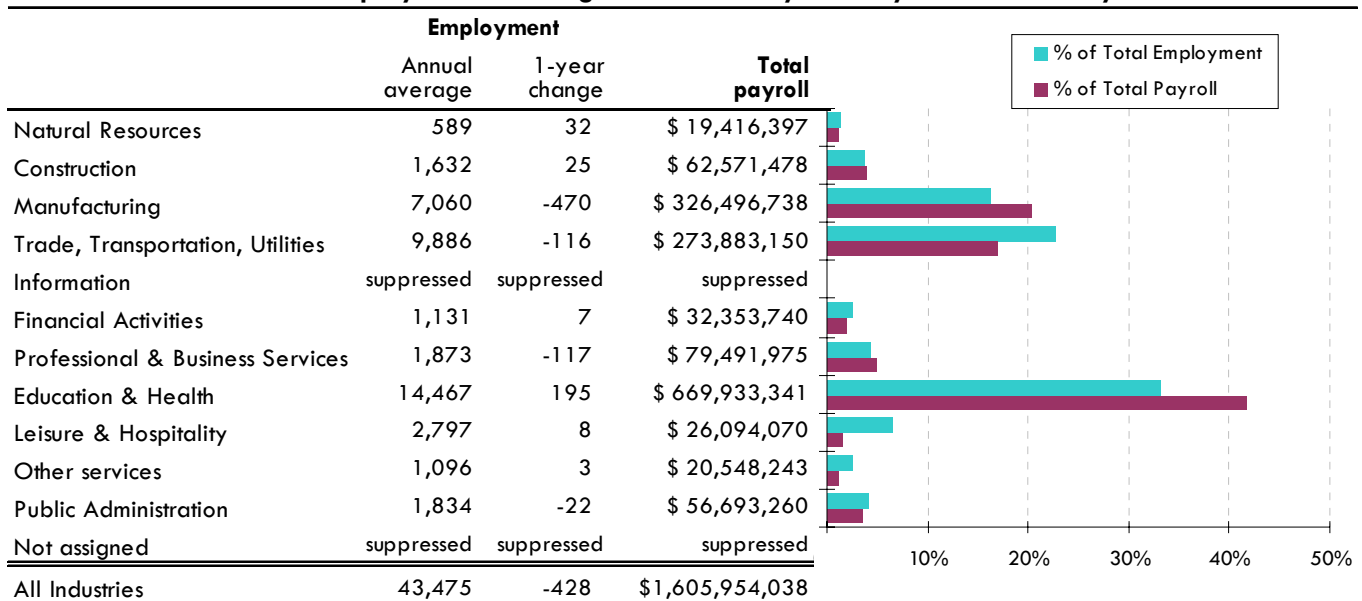
	2004 Wisconsin	2004 Wood County	Percent of Wisconsin	1-year % change
All Industries	\$ 34,749	\$ 36,940	106.3%	4.4%
Natural resources	\$ 27,399	\$ 32,965	120.3%	13.3%
Construction	\$ 41,258	\$ 38,340	92.9%	-1.0%
Manufacturing	\$ 44,145	\$ 46,246	104.8%	4.5%
Trade, Transportation, Utilities	\$ 30,088	\$ 27,704	92.1%	4.8%
Information	\$ 41,759	suppressed	Not avail	Not avail.
Financial activities	\$ 45,103	\$ 28,606	63.4%	4.4%
Professional & Business Services	\$ 39,580	\$ 42,441	107.2%	2.4%
Education & Health	\$ 36,408	\$ 46,308	127.2%	4.8%
Leisure & Hospitality	\$ 12,295	\$ 9,329	75.9%	2.5%
Other services	\$ 20,207	\$ 18,748	92.8%	18.6%
Public Administration	\$ 36,347	\$ 30,912	85.0%	2.4%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

industries average wage (\$36,940) and above Wisconsin's average trucking wage (\$38,571). While motor vehicle and parts dealers accounted for most of the 2003-2004 job losses in retail trade, trucking accounted for most of the employment gain in transportation and warehousing.

In 2004, paper manufacturing and wood product manufacturing, respectively accounted for 3,084 (23%) and 1,617 (44%) of the manufacturing sector's jobs. Between 2003 and 2004, these segments respectively shed 470 jobs and 63 jobs. Job gains in other segments mitigated manufacturing losses.

2004 employment and wage distribution by industry in Wood County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

Industry and Employers by Size

Top 10 Employers in Wood County

Establishment	Product or Service	Size (Dec. 2004)
Marshfield Clinic	HMO medical centers	1000+ employees
St Joseph's Hospital of Marshfield	Gen. medical & surgical hospitals	1000+ employees
Stora Enso North America Corp	Paper, except newsprint, mills	1000+ employees
Roehl Transport Inc	Gen. freight trucking, long-dist, truckload	1000+ employees
Figi's Mail Order Gifts Inc	Mail-order houses	1000+ employees
Domtar A W Corp	Paper, except newsprint, mills	1000+ employees
Wisconsin Rapids Public School	Elementary & secondary schools	500-999 employees
County of Wood	Executive & legislative offices, combined	500-999 employees
Wal-Mart Associates Inc	Warehouse clubs & supercenters	500-999 employees
Riverview Hosp Assn	Nursing care facilities	500-999 employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

Prominent industries in Wood County

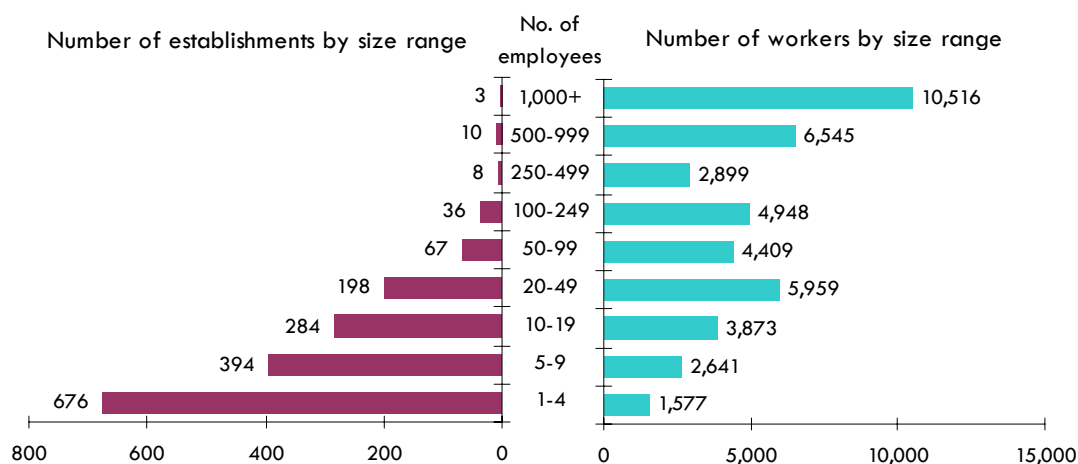
NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Ambulatory health care services	*	*	not avail.	not avail.
Hospitals	3	3,277	129	427
Paper manufacturing	5	2,935	-218	-1,957
Truck transportation	66	2,720	174	329
Educational services	15	2,571	-39	23
Food services and drinking places	145	2,135	63	45
Executive, legislative, & gen government	34	1,918	512	628
General merchandise stores	14	1,537	-60	328
Wood product manufacturing	12	1,074	-441	-820
Nursing and residential care facilities	26	1,003	30	328

* data suppressed to maintain employer confidentiality

Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

Wood County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

Some industries provide goods or services primarily for local consumption. Local income and demographic trends drive revenues for ambulatory health services, hospitals, education services, and general merchandise stores. The population cohorts between 60 and 79 years old are projected to add considerable numbers of people over the next twenty years; most of the younger cohorts are projected to shrink. Activities relating to health and nursing may show more employment growth potential than education services.

Other industries sell their goods and services to people from outside Wood County, thereby bringing in outside money. Changes such as technology, industry consolidation and trade contributed to job losses in paper manufacturing and wood product manufacturing. Food services and drinking places pay low annual wages (\$8,789).

The far-left graph shows large numbers of Wood County establishments with few employees and small numbers of establishments with many employees. The graph to the immediate left shows that the few establishments with 1,000 or more workers employ more people than the multitude of those with fewer than 20 workers.

Per Capita Personal Income

While page 3 discussed wages paid by Wood County employers, this section focuses on income received by Wood County residents, including income from work outside the county, investment/pension income and government transfer payments such as Social Security or other income supports. The table below shows that Wood County's 2003 Per Capita Personal Income (PCPI) of \$30,401 was 14th among Wisconsin's 72 counties and the 5-year PCPI growth rate of 17.7 percent was 26th.

High-PCPI county with metropolitan neighbors often send more workers to those neighbors than they receive in return. Counter to the typical trend, the 2000 Census reported 1,449 Wood County residents commuting to Marathon County and 3,944 Marathon County residents commuting to Wood County. While 26.1 percent of Wood County jobs were filled by workers from other counties, only 15.4 percent of Marathon County jobs were filled by workers from other counties.

Based on tax records, personal income estimates suggest that Wood County's employers pay nearly \$147.8 million more to residents of other counties than employers in other counties pay to Wood County residents. Each year, Wisconsin increases its net gain of commuting income and Wood County increases its net loss of commuting income. This is among the leading reasons Wisconsin's PCPI is higher than Wood County's PCPI in spite of above-average wages paid by Wood County employers.

On a per capita basis, the second source of income, dividends, interest and rent, is

virtually the same in Wood County as in the state as a whole. In government transfer payments (the third and final source of income), Wood County receives more dollars per head than the statewide average, in part because a greater share of the county's population is over 60 (and therefore more likely to be eligible for Social Security).

Wisconsin Counties 2003 Per Capita Personal Income and Rank in State

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Wausara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005